



SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE CHRONICLE



Department of Commerce and Management

Bi - Annual
NEWSLETTER

About

The Department

In Seshadripuram Institute of Commerce and Management Department of Commerce & Management was established in 2005, offering B. Com & B.B.A.

It commenced its journey with a mere strength of 100 students; the institution now caters to 891 students. The department of Commerce & Management strives hard to imbibe the knowledge through real time live experience, conferences, certificate programmes, faculty development programmes, seminars, guest lectures to enhance the knowledge of students and faculties to keep them updated.

The Department also organises industrial visits, educational tours to bridge the gap between college & industry through practical exposure.

Editorial members

Prof. Vidya S. Shivannavar
Principal

Assoc. Prof. G. Punitha
HOD, Dept. of Commerce & Management

Asst. Prof. Spandana V.R.
Dept. of Commerce & Management

Asst. Prof. Bharath P.N. (Reviewer)
Dept. of English

Report on Integrate Functional Areas

Manthana – The Research Cell had organized a competition “Integrate Functional Areas” to the students to enhance their analytical and writing skills on 23rd January, 2020.

The students were given an integrated case study a day prior to the competition for analysis. Analysis was submitted by the students in writing. The judges for the competition were Asst. Prof. Vinija C., Department of Commerce and Management along with Assoc. Prof. Bhuvaneshwari R.S., HOD, Department of English. Students were analysed on 3 criteria: Problem, Cause and Solution along with Language which was analysed on Grammar, Content and Format. The judges finalized 3 prize winners.

Prize	Team
I Place	S. Deepthi and Shri Lakshmi
II Place	Pravisha and Vaishnavi
III Place	Naveen R. and Niveditha H.S.

Report on “Impresario - Born to Impress” Entrepreneurship Development Day

Lakshya - the Commerce and Management forum organized **Impresario - Born to impress** on 30th January, 2020 in the College quadrangle. This event was organized with a notion to give students a platform and encourage entrepreneurial skills in them. 43 teams (2 + 1 in a team) had registered and participated on this day. Students had put up different stalls from Food to Games.

The Judges for the event were, Assoc. Prof. Punitha G., HOD, Dept. of Commerce and Management and Asst. Prof. Akarsh Kumar Singh, Dept. of Commerce and Management

The event had 3 stages to perform based on which the Best Entrepreneur was announced

1st - Promotional activity

2nd - Day of event (Presentation skills and Hygiene maintained)

3rd - To submit the report of the same



Reports

Words of wisdom

Webinar on Secrets of How to Crack an Interview for Students

The webinar was conducted through Zoom app on 23rd May, 2020. Meeting was scheduled for one hour and organized by Jain University. 10 students from Seshadripuram Institute of Commerce and Management participated in the webinar. It was carried on by Mr. Rahul Panwar, CEO Be-lie-vers Academy.



The main insights of the meeting are as follows:

- Firstly meeting was started with introduction of interview process which differs from company to company.
- Next they informed about the background work which plays the important role before the interview.
- They specified different websites of job like naukri.com, indeed, Glassdoor, LinkedIn, etc.
- They said we should not apply to all the company for which they called for but we need to see the job profile and understand the position and work then we need to apply for the job.
- Even they concentrated and informed about the Dressing sense to the interview.
- They stressed upon the behaviour in the interview hall.
- Patience plays vital role in the interview process.
- Interview process will be different based on the profile of the job.
- We should concentrate and maintain discipline through entire process of interview.
- They even informed about the technical question in the interview process.
- They even mentioned about the time sense in while attending the interview.
- Answer to the point is more essential quality.
- Confidence builds good impression.
- Maintaining a composed body posture.
- They informed to say, answer innocently without arrogant voice.
- Application should be sent in the week days not at the week end.
- Keep smiling when it is necessary.
- Conclude the interview on a positive note.



These are some the insights given by Mr. Rahul Panwar in the webinar. Finally it was effective and we as a student got more benefited to attend the interview.

SAMSRUSHTI 2020 - Inter-collegiate fest

Our collage conducted Samsrushti 2020 - Inter-collegiate fest 2020 on 28th February, 2020 at College campus.

The day began with inaugural program, the Chief guest for the event was Sri Saurav Lokesh, Kannada Film actor, the Guest of honor was Sri Bhuvann Ponnannaa, Actor and Model, and presided by Sri W.D. Ashok, Trustee, Seshadripuram Educational Trust. The guests and the participants along with audience were welcomed by Prof. Vidya Shivannavar, Principal SICM and Prof. G.K. Manjunath, Principal, SCPUC .

There were six colleges who participated in commerce events and the events were:

- Best manger
- Finance
- Human resource
- Business Quiz

Judges for the events were:

Events	Judges
Finance	Sri Karan Y.V. and Smt. Divya Gowda
Human Resource	Sri Bharath S. and Sri Vishwas
Best Manager	Sri Sudhanva A.K., Kum. Manasa and Sri Koushik
Business Quiz	Sri Chiranth U.



The overall trophy was won by Seshadripuram College.



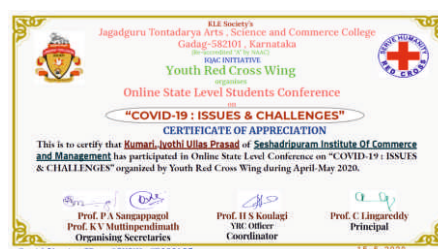
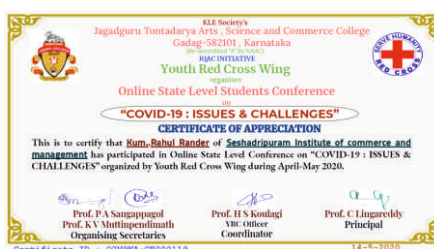
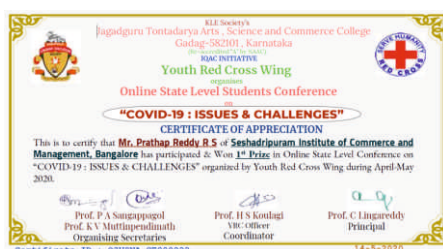
Report on Online State Level Students Conference

K.L.E. Society's Jagadguru Tontadarya College, Gadag organised Online State Level Students Conference on the theme "Covid 19: Issues and Challenges" on 05th May, 2020.

Two teams of Final year B.Com. wrote research papers on the given sub-themes.

The result of the competition is -

Place	Name of the student	Title of the paper
I Place	Prathap Reddy R.S.	Covid 19 Lockdown: Impact on Indian Education System
Participation	Rahul Rander and Jyothi Ullas Prasad	Study on the Sector Wise Impact of Corona Virus on Indian Economy



Report on HR Interview Self Paced Learning Videos

Due to unforeseen exigencies of Covid-19 pandemic there is a substantial loss in the academic schedule carried out during the academic year 2019-20. In this regard, the institution has taken sufficient measures to provide the online classes to the students in order to ensure that they do not lose any of the academic flow and academic synopsis. In this regard, AIKYA: Centre for Career Development of Seshadripuram Institute of Commerce and Management arranged for online videos in association with the NICT with whom the institution has the MOU to ensure that the students of the final year do not lose out on the regularity of the placement related preparations which was given to them from the first year of the joining to the institution. The training session was divided into small videos and the logins of the students were created and accessed using the website exclusively created by NICT. This facility was shared to the students who had registered for placement during the current academic year. 180 students took an active participation in this event on 15th April, 2020.

The objective of the event being:

- Students can sit at home and learn the Logical Reasoning, Quantitative Aptitude and Verbal Ability.
- Students are given preparation tips during the lockdown period.
- Helps the students in clearing the HR interviews.

Report on Career Counselling in association with Bangalore branch of Institute of Chartered Accountants of India

With an intention to provide information to the students relating to the professional education courses available to pursue post their degree courses, the college in Association with the Bangalore Chapter of Institute of Chartered Accountants of India arranged for a career counselling session in college AV room from 12 noon onwards. Prof. Vidya Shivannavar, Principal welcomed the gathering, followed by briefing of the event by Asst. Prof. Vinija C., the speaker CA Vishakh Manchi, an Independent practitioner addressed the students about the various opportunities and also the scope with the completion of the course or even



without completion of the course. The speaker gave insight about the contact details of the various institute support services and addressed the Q&A session, clearing the doubts of the students individually. Session was conducted for almost an hour Q&A session was extended by another 30 minutes. The formal vote of

thanks brought down the curtains to the program. In total 59 students attended the session on 10th March, 2020.

The objective of the event being:

- Creating awareness about Chartered Accountancy course
- To interact with professional to deliberate on career opportunities
- To get clarification by first hand question and answer session to a professional

Report on Orientation on Goods and Services Tax

Aikya: Centre for career development organised orientation session on goods and services tax on 29th January, 2020. The event was conducted in the audio visual room, began with highlighting the importance and objectives by Assoc. Prof. Pramod A.V., Convener of the forum and formal welcome address Prof. Vidya Shivannavar, Principal. The event was carried out for a period of one hour with speaker CA Madhu N. Rao, Compliance and Legal Expert addressing the students relating to the aspects of the objectives. The event witnessed an active participation of 88 students.



The objectives of the orientation being:

- To give insights to the students regarding the purpose behind implementation of GST.
- To highlight about the changes in the earlier indirect tax regime in comparison with implementation of GST.



BANKING

Banking business has done wonders for the world economy. The intensifying competitive environment in the banking sector forcing the bank's to focus in their operations.

The profile of the banks play's an important role in the performance of the banks and measuring the relative profile of back group wise has gained academic attentions over the years. Various parameters have been used to determine the profile of the banks. Evaluating the profile of the commercial banks is important to depositors, owners, potential investors, managers and of course, regulators.

Over the past decade there has been a considerable growth in studies addressing the profile of the banks. Various studies conducted and numerous suggestions we're sought to bring effectiveness in the working and operation of bank. Some of the studies are as follows;

-Dipasha sharma, Anil. K. Sharma,

Mukesh K Barva. In their study discussed that both the frontier approaches parametric and non- parametric are gaining an edge over the traditional financial performance measures. In the non-parametric approach, Data Envelopment Analysis (DEA) is widely applied to measure a bank's efficiency and productivity.

Siraj and Sudarsana Pillai, in their paper determined that asset quality and efficiency of bank is highly correlated. Against this back drop, this paper investigation the growth of select NPA variables and compares it with banking performances indicators.

Various that impact NPA of banks is assessed and based on its growth rate, inference is generated. The analysis focussed on identifying relative efficiency of different bank Groups in managing their NPA.

Singh analysed the profitability management of banking are under the deregulated environment with some financial parameters of the major four bank groups, i.e., public sector, old private sector bank, new private sector bank, and foreign banks, he emphasized to make the banking sector competitive in deregulated environment and prefer Non-intrest income sources.

Souza, in his study evaluated the performance of public sector banks, private sector banks and foreign sector banks. During the period 1990-1991 to 1999-2000. The efficiency of the banking system was measured in terms of spread/working fund ratio and turnover/employees ratio.

Kannan and Aditya Narain made an attempt to identify the factors influencing spread of scheduled commercial banks in India and concluded that non -performing asset effect bank spread.

Centric of the ratio analysis, these studies have customized and blended financial ratios in a model form to examine and predict the financial health.

Similarly, comparative performance, recovery performance, cost reduction, productivity and efficiency are vital areas which Inquisitiveness the present study has been undertaken with specific objectives in the objectives of the study.

DIGITAL MARKETING

Digital marketing is the very innovative and novel concept in the 21st century. Through this form of media products and services are promoted with the use of database-driven online distribution channels to reach consumers in an appropriate, significant, individual, and lucrative manner. The term digital marketing has not any specific definition or meaning but it can be well explained with the examples such as emails, online advertisements, pay per clicks, wireless text messages, instant messages, RSS, blogging, fax, video streams, podcasting, broadcast, etc. All these examples are included in the definition of digital marketing.

Apart from its inclusive list, there are few traditional forms of marketing which are not included in the term of digital marketing. They are TV, radio, print and billboard as they are not the instant or



quick forms of marketing. It means with these forms of marketing the advertiser could not get the immediate response from the end consumers. The traditional forms of marketing could not give the accurate number of responders. Perhaps, there is a little improvement has achieved with the devices such as TiVo which records the statistics like website but, still the desirable result has not gained. Nevertheless, this became possible with the introduction of digital marketing.

Digital marketing has become so powerful network of advertising, that with the introduction of "Double click" strategy of Google for internet, the world has become very close linking to each and every place conveniently. With the help of digital marketing, campaigns for promoting any product through internet has become very cost-effective and convenient.

With the feature digital technology, in digital marketing, the advertiser easily comes to know how many times and how long the campaign has been showed on internet, also it comes to know how many people have seen this campaign, how many responses have received, and how many purchases have been made though online mode. With this fast-end technology, marketing of any particular products becomes easier, the consumers' convenience become possible and the organization makes huge profits, too.

The improved versions of these digital marketing are broadband internet, Wi-Fi network, and mobile phone access. The usage of these techniques has drastically increased, worldwide. The web usage has increased 10% all over the world, from January 09 to January 10, as per the recent report.

The attitude of management has changed. From traditional form of advertising, they have shifted to the digital marketing. Billions of dollars have been spent by organizations on digital marketing for promotion of their ad campaigns. They are taking huge benefits out of digital marketing and earning high revenues.

E-Commerce

E-commerce is a boon in the modern business. E-Commerce means electronic commerce.

E-commerce involves mainly buying and selling of goods and services. E-commerce is paradigm shift influencing both marketers and customers, e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of business. The significant change in business model is witnessing a tremendous growth around

the globe. There are major benefits in E-commerce like - international market place, mass customization, digitalization of products and processes, no more time constraints, more of choices and many other. It also helps in connecting people of various places and more over as it has many benefits, it also has some barriers that discourages the usage of e-commerce in the business.



Here we can say e-commerce is where the number of companies offer several products through internet. At present e-commerce has to face many difficulties due to lack of infrastructural facilities, computer illiteracy and other more reasons. The impact of electronic commerce on business is in a broad way such as management information system, human resource management, finance and accounting, economics, production and operations management, marketing, and so on. E-commerce is also beneficial to the society such as it enables flexible working places, connects people, facilitates delivery of public services etc.

Majority of the customers live in rural areas do not have sufficient knowledge about computer and internet. Some of the customers in urban areas do not get credit facilities and therefore online buying and selling of goods is limited in urban class and of that having only knowledge of computer internet, if Indian marketers take into account essentials of good website they can definitely make success marketing in international marketers.

From the above brief analysis we can say that due to lack of knowledge and infrastructural facilities the e-commerce is not much successful in the market and majority of the customers prefer the traditional way as less security and improper information about the products hence the seller should promote his product in such a way that the buyer should have complete knowledge and trust on the product at that time e-commerce will completely be successful in the market .

List of FDPs 2019-2020

Sl No	Name of the faculties	Topic	Venue	Date
1	Ujwala Prasad	FDP Program on Income Tax -II	Bharathiya Samskruthi Vidyapith	29.01.2020
	Suresha B.			
2	Amar H.A.	Orientation program for 2nd sem B.Com. subjects	St. Francis College	11.02.2020
	Suresha B.			
3	Netravathi E.	Tools and techniques for professional development	Jain college, RR Nagar	06.03.2020
4	Suresha B.	Second semester B.B.A.	BMS College for Women	27.02.2020
5	Akarsh Kumar Singh B.P.	Blended learning pedagogy using MOOCS	IIMB	07.03.2020

List of Paper presented 2019-2020

Sl No	1	2	3	4
Name of the faculties	Punitha G. & Priyanka B.	Pramod A.V.	Kavitha B.	Vidya Shivannavar, Vinija C. & Spandana V.R.
Date	19.02.2020	27.02.2020	29.02.2020	12.03.2020
Topic	Multidisciplinary research on challenges to change and development	Emerging trends in accounting, Finance and taxation	Social tranformtation through story literature	Social media and intelligence
Paper title	A study on Cognizant of green marketing among rural customers	Tax implications on individual assesseees		A study on metamorphosis and impediments of digitisation in Indian banking sector
Venue	VET first grade college	Jain University	Jain University	Karnataka College of management and science
Event	International Conference	International Conference	One day National Conference	International Conference

DEBIT CARDS

A debit card is basically a card used for fund transactions. Through plastic cash, you can enjoy electronic access to your savings account in any bank via ATMs. You can deposit and withdraw as per your convenience this way without the hassle of standing in long queues. The same can be utilized for mobile banking and internet banking. After the demonetization by current government there has been a surge in cashless transactions, so nowadays you could find card acceptance in most places. Almost half of Indian debit and credit card users use Rupay card. Some Indian banks issue Visa debit cards, though some banks (like SBI and Citibank India) also issue Maestro cards. The debit card transactions are routed through Rupay (mostly), Visa or MasterCard networks in India and overseas rather than directly via the issuing bank.

DEBIT CARDS IN INDIA

There are different types of debit cards in India like Visa Debit Card, Visa Electron Debit Card, Master Card debit Cards, Contactless Debit Card, Rupay Debit Cards, Maestro Debit Card.

India is set to touch 1 billion in debit cards. This phenomenal growth is because of government's consistent push towards rural financial inclusion, with schemes such as opening of Jan Dhan accounts, and direct benefits transfers. Increasingly, the debit cards are being used not just for cash withdrawal from ATM, but also for merchant transactions. Bankers say that in urban areas, the government decision to waive MDR (merchant discount rate) charges for debit card purchases below Rs. 2000 has really helped its usage in shopping. Earlier, supermarkets and clothing stores did not like to swipe debit cards for purchases below Rs. 200. they would warn the customer they'd charge extra 2%. Now, with the MDR waived, we are seeing surge in small ticket purchases with debit cards.

EMV CHIP CARDS

Banks are in the process of replacing the existing magnetic strip debit and credit cards with latest EMV chip cards, to comply with RBI guidelines. As part of its security measures for transactions, RBI in May 2015 asked banks to gradually phase out the magnetic cards and move to EMV chip cards. In August that year, it set December 31, 2018 as the deadline for the changeover. EMV cards are chip-based payment cards with enhanced safety features that are designed to prevent fraudulent practices such as card skimming and cloning.

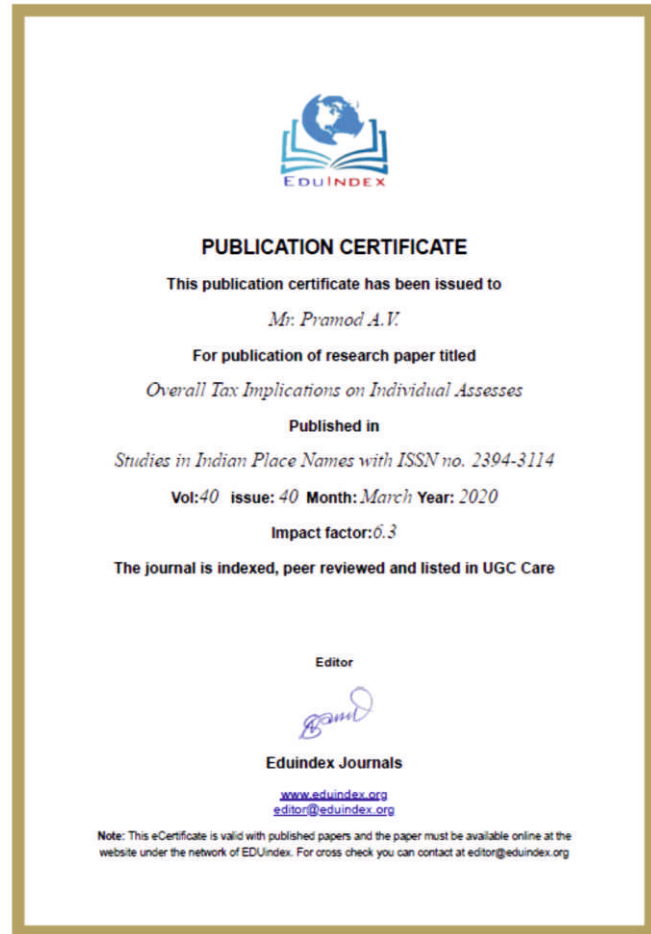
Here's how they work. Old credit and debit cards store the data on the magnetic stripe found on the reverse side of your card. This makes it easy for a fraudster to copy your data when you swipe the card. EMV cards, in contrast, store your data on a microprocessor chip embedded in the card. This means that the card generates fresh user data every time you transact, making it impossible for fraudsters to copy your original data from your card. The other feature of EMV cards is that they use both your card and a secret PIN to complete a transaction. When you use your EMV credit or debit card at a terminal, it generates a unique encrypted code called a token or cryptogram, which is unique and specific only to that transaction.

Our Achiever



Assoc. Prof. Pramod A.V.
Dept. of Commerce

Congratulations
on Winning
2nd Best Paper Award



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